
California Wine Association
WINEHAVEN
CALIFORNIA
U·S·A·

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California Wine Association



Capital
Ten Million Dollars

1. Cultivates more vineyard acreage,
2. Crushes more grapes annually,
3. Operates more wineries,
4. Makes more wine,
5. Has a greater wine storage capacity than any other wine concern in the world.

A few of its properties are herein illustrated.

Principal Cellars: "Winehaven"
on San Francisco Bay

The California Wine Association

San Francisco Offices:
180 Townsend Street.

Eastern Offices and Cellars:
410-412 W. Fourteenth Street, New York.

AGENCIES:

Chicago, Ill.
Cincinnati, O.
Denver, Colo.
Galveston, Tex.
New Orleans, La.
Memphis, Tenn.
St. Louis, Mo.
Washington, D. C.
Seattle, Wash.
Portland, Ore.

London, Bremen, Brussels, Christiania, Yokohama, Hongkong, Manila, Panama, Porto Rico, Havana, Guatemala, etc.



SAN FRANCISCO BAY AND MOUNT TAMALPAIS FROM CALIFORNIA WINE ASSOCIATION CELLARS AT "WINEHAVEN"



TOKAY



) WINERY

Antiquity of Wine

The first use of wine is buried in the misty realms of prehistoric times.

The Egyptians were using wine at the earliest fixed date in the history of the world, B. C. 4241, when the calendar year of 365 days was first introduced. They attributed wine to their god Osiris.

The Greeks credited wine to their god Dionysius.

The Hebrews gave to the Patriarch Noah, second father of mankind, the credit of first discovering the virtues of the fermented product of the grape.

In the Bible, corn, wine and oil appear together as the main gifts of the soil —the material bases of life and comfort. The cultivation of the vine was the highest achievement of ancient husbandry and, in antiquity, the vine and olive tree were the marks and almost the symbols of settled and cultivated life.

Ency. Brittanica.



A CALIFORNIA WINE CELLAR SUPERINTENDENT'S RESIDENCE

Most Recent Medical Opinion Regarding the Therapeutic Value of Wine

as expressed at French Medical Conference, Geneva, September, 1908

IF the digestion of a neurasthenic patient is normally good, wine cannot but be favorable for him. Wine is scarcely swallowed before it produces an agreeable, slightly exciting action, which is not followed with any depressing reaction, if the quantity consumed is reasonable and, above all, when taken with the food. It lubricates, so to speak, the wheels of the human machine and by the intermediary of the nervous system, it stimulates the changes productive of energy.

In the provinces, where the habitual use of water is prescribed, it is asserted that no single case of neurasthenia is observed among wine-drinkers. As women, more especially than men, have adopted the habit of abstaining from wine, it is among them that the malady is most frequent. So it appears evident that to suppress wine is to suppress life, force and resistance.



WINERY INTERIOR—STORAGE CELLAR

"Drink no longer water but use a little wine for thy stomach's sake and thine often infirmities."

St. Paul the Apostle to Timothy, 1-5:23.

"No nation is drunken where wine is cheap; and none sober where the dearness of wine substitutes ardent spirits as its common beverage."

Thomas Jefferson, 3rd President of the United States.

Memoirs of Col. Benjamin Talmadge, pp. 96-97.

Account of Washington bidding farewell to his officers, in the Long Room, Fraunces Tavern, Dec. 4, 1783.

"After partaking of a slight refreshment, in almost breathless silence, the General filled his glass with wine, and turning to the officers, he said:

> " 'With a heart full of love and gratitude, I now take leave of you. I most devoutly wish that your latter days may be as prosperous and happy as your former ones have been glorious and honorable.' "



RED WINE VINEYARDS NEAR GILROY, SANTA CLARA COUNTY



ALAMEDA COUNTY VINEYARDS—H



SAUTERNE TYPE WINES ARE GROWN

Grape Acreage in California 1908

Wine Grapes - - - - - -	153,000 acres
Raisin Grapes - - - - - -	86,000 acres
Table Grapes - - - - - -	30,000 acres
Total, - - - - - - -	269,000 acres

One hundred million dollars is the estimated value of investments in vineyard and collateral industries in California.



HOW GRAPES GROW IN CALIFORNIA

California Wine Production

1769—Grapes first planted by Mission Fathers in Southern California.
1869—Estimated annual production - - - - 4,000,000 gallons.
1880— " " " - - - - 10,200,000 "
1890— " " " - - - - 20,000,000 "

	DRY WINES	SWEET WINES	BRANDY	TOTAL
1900 - -	14,700,000 gals.	8,800,000 gals.	825,000 gals.	24,325,000 gals.
1902 - -	28,000,000 "	15,000,000 "	1,000,000 "	44,000,000 "
1905 - -	19,500,000 "	11,500,000 "	1,200,000 "	32,200,000 "
1906 - -	24,500,000 "	16,000,000 "	1,340,000 "	41,840,000 "
1907 - -	26,000,000 "	16,000,000 "	1,450,000 "	43,450,000 "
1908 - -	22,500,000 "	14,300,000 "	1,500,000 "	38,300,000 "



UNCLE SAM WINERY AND CELLARS, NAPA COUNTY

History

WITHIN the California Wine Association is embraced the genesis of the commercial wine business of California.

In 1769 the Mission Fathers, migrating from Mexico, brought with them vine cuttings of European origin which they planted around the Southern California Missions to supply the wine which their training from time immemorial had taught them was necessary to their health and well being.

But it was not until after California had been annexed to the United States, bringing large numbers of Americans and Europeans into the new western possessions that the wonderful adaptability for wine growing of the soil and climate of California came to be recognized.



WINERY INTERIOR



CALWA WINERY IN FRESNO COUNTY WHERE TWENTY THOUSA



S OF GRAPES HAVE BEEN CRUSHED IN A SINGLE VINTAGE

Vineyards were first planted in the district around Los Angeles, and here Charles Kohler and John Frohling, in 1854, as pioneers in the California wine trade, formed a partnership which forty years later became merged, together with the other old established wine firms of B. Dreyfus & Co., Arpad Haraszthy & Co., S. Lachman & Co., C. Carpy & Co., Kohler & Van Bergen and Napa Valley Wine Co., in the California Wine Association, thus combining the powerful aggregation of capital and skill whose influence on the development and improvement of the California wine industry has since been so marked.



CALIFORNIA GRAPES GROWING ON TRELLIS

It was Agostin Haraszthy who (to quote from the report of the California State Board of Viticultural Commission):

> "in 1861 went to Europe and, after visiting its most important viticultural districts, made an elaborate report on the European methods of cultivating the vine and making wine and, at the same time, brought 200,000 grape-vine cuttings and rooted vines of every obtainable variety to be found in Europe, Asia Minor, Persia and Egypt."

From the plantings of these European varieties vineyards soon spread over the district surrounding the Bay of San Francisco, an ideal locality in soil and climate for fine Clarets and White Wines, while in the interior valleys and southern part of the State Sweet Wines and Sherries of fine quality are produced and the wines of California have come to be recognized as equal in quality, when properly matured, to their European prototypes.



GREYSTONE WINERY IN PEACEFUL NAPA VALLEY—MOUNT ST. HELENA IN DISTANCE

Since the advent of the California Wine Association, the output and distribution of California wines has immensely increased until now an average of over forty million gallons of wine per annum is produced and the vineyard area is constantly being increased to keep pace with the demand from every part of the civilized world.

California wines may be found in England, Germany, Belgium, Russia, Sweden, Norway and other European countries; in Egypt, India, China, Japan, the Pacific Islands; in South and Central America, Mexico, Cuba, West Indies, as well as all over the United States.



GLEN VINEYARDS, SANTA CLARA COUNTY



SCANDINAVIAN COLONY WIN



D VINEYARDS, FRESNO COUNTY

Foreign Recognition

The wines of California have gained splendid recognition at many foreign Expositions.

Gold Medals and Diplomas of Honor were awarded at Genoa, Italy, 1892; Bordeaux, France, 1895; Turin, Italy, 1898; and at the Paris Exposition in 1900, California Wines received 4 Gold Medals, 9 Silver Medals and 9 Bronze Medals.



WINERY INTERIOR

The magnitude of the California Wine Association may be judged from the fact that it has Ten Million Dollars invested in the California wine industry.

In the 1902 Vintage the winery plants (over fifty in number) which the Association controls throughout the grape growing districts, produced nearly thirty million gallons of wine from a grape crushing of over 225,000 tons,—a quantity so vast that it would supply every man, woman and child in the United States with a five-pound basket of grapes.



RECEIVING GRAPES AT ONE OF OUR FRESNO COUNTY WINERIES.

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RECEIVING GRAPES AT ONE OF OUR FRESNO COUNTY WINERIES.

The immense new winery and storage cellar at Winehaven, on the Bay of San Francisco, represents an investment of nearly One Million Dollars.

The buildings—of steel, concrete and brick—are designed for storing ten million gallons of wine, to supplement the capacity of the numerous country wine cellars under the direction of the California Wine Association.

At Winehaven all the transcontinental railroads connect with the plant, while ocean steamers and river craft load at contiguous docks, and a private electric railway threads through the premises, which are forty-seven acres in extent.



"WINEHAVEN" DURING CONSTRUCTION OF CELLARS TO CONTAIN TEN MILLION GALLONS OF WINE



DELIVERING GRAPES DURING VINTAGE AT THE WINERY (CAP



)00 TONS) ON THE GREAT WAHTOKE VINEYARD OF 3,200 ACRES

The Winehaven plant replaces, on an enlarged scale, the San Francisco establishments destroyed in the great fire of April, 1906.



SAN FRANCISCO, APRIL, 1906
CELLARS OF CALIFORNIA WINE ASSOCIATION A CHAOS OF HOOPS AND DEBRIS AFTER THE GREAT FIRE WHICH DESTROYED THE CITY

Winehaven is located in the center of the Dry Wine District, where fine Red and White Wines of the French, Italian and German types are produced and is connected by water and rail with the interior valleys of California whose vineyards are renowned for Ports, Sherries and other Sweet Wines closely resembling those of Spain and Portugal.



FIRST HEADQUARTERS OF CALIFORNIA WINE ASSOCIATION IN SAN FRANCISCO—BUILDING BURNED IN THE GREAT FIRE OF APRIL, 1906

Storage Capacity

The California Wine Association, with vineyards and wineries in all the principal wine-producing sections of California, is able, through its vast operations, to select the best wines of each vintage for maturing in its storage cellars—the total capacity of which approximates 30,000,000 gallons of wine.

The bottlings of the CALWA brand (sold in glass only) of fine California Wines, interrupted by the great San Francisco conflagration of April, 1906, which destroyed over fifteen million gallons of wine, have lately been resumed from the reserve stocks in country cellars which have been drawn into the Winehaven establishment, the construction of which has lately been completed.



CELLAR INTERIOR—VISTA OF MATURING VINTAGES



GEYSERVILLE WINERY ANI



ARDS, SONOMA COUNTY

The vineyards of California cover the enormous area of more than a quarter million acres.

It is estimated that the investment in vineyards and collateral industries represents the vast sum exceeding One Hundred Million Dollars.

The great Wahtoke Vineyard of the California Wine Association—one of its many landed possessions—covers nearly six square miles.



VINEYARD SCENE DURING VINTAGE—GATHERING AND HAULING GRAPES

The Viticultural Products of California

There are probably more than six hundred varieties of wine and table grapes grown in California.

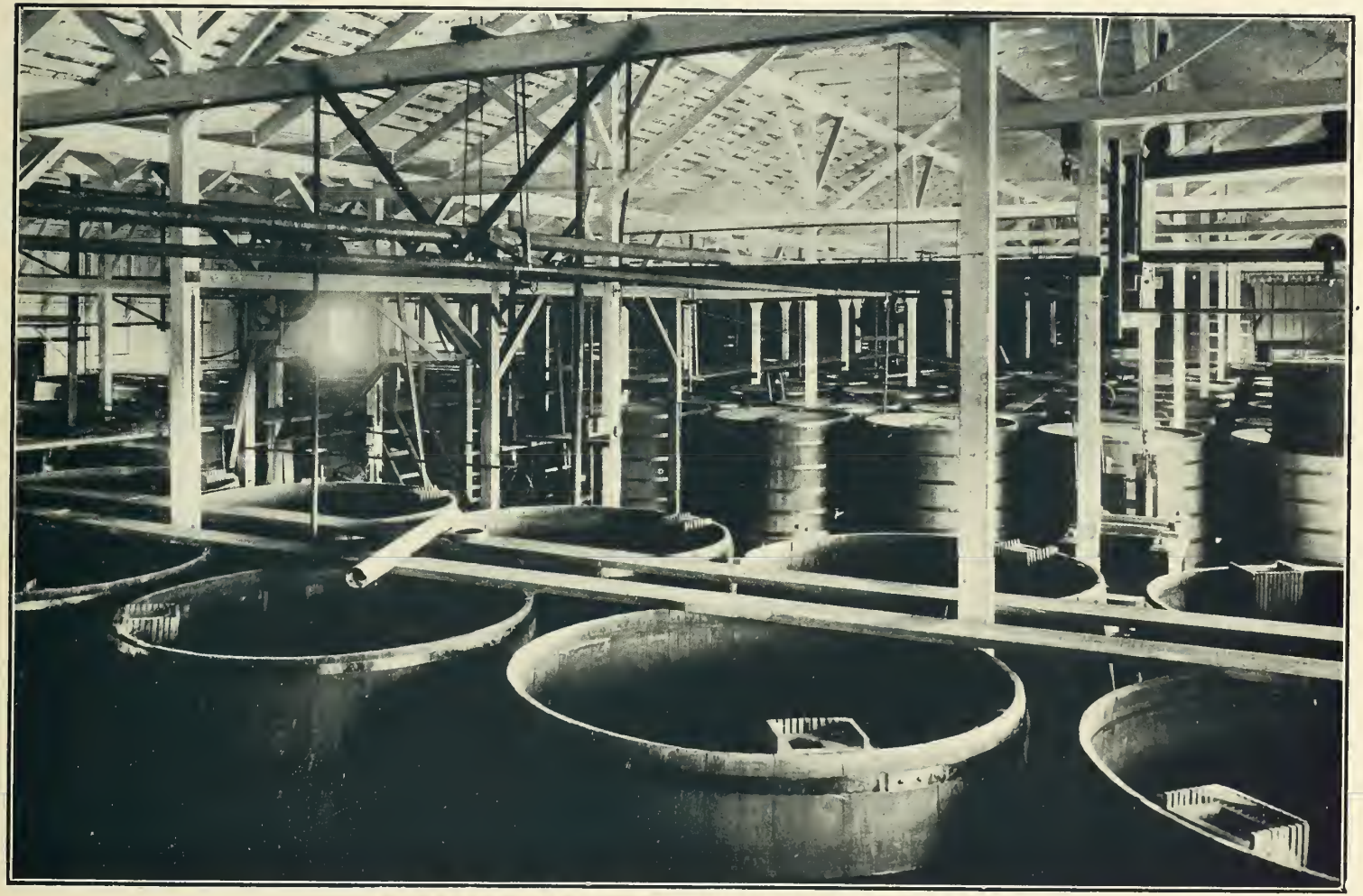
The region around the Bay of San Francisco, embracing the Counties of Sonoma, Napa, Contra Costa, Alameda, Santa Clara, and Santa Cruz, is admirably adapted to the growing of wines similar to those of the Bordeaux and Burgundy types of France, the Rhine and Moselle types of Germany, and the red and white wines of Italy.

In the interior valleys of the central and southern parts of the State the same types of wines are produced as in Spain and Portugal, the process of manufacture being identically the same.

Wines of the Port type are produced by fermenting the juice of red or black grapes to between 6 and 10 per cent of sugar and fortifying with grape brandy.

Wines of the Sherry and Madeira types are produced by fermenting the juice of white grapes to a lower per cent of sugar and afterwards fortifying with grape brandy. These wines are sun-baked, or heated at a temperature of 140 degrees Fahrenheit for a number of months.

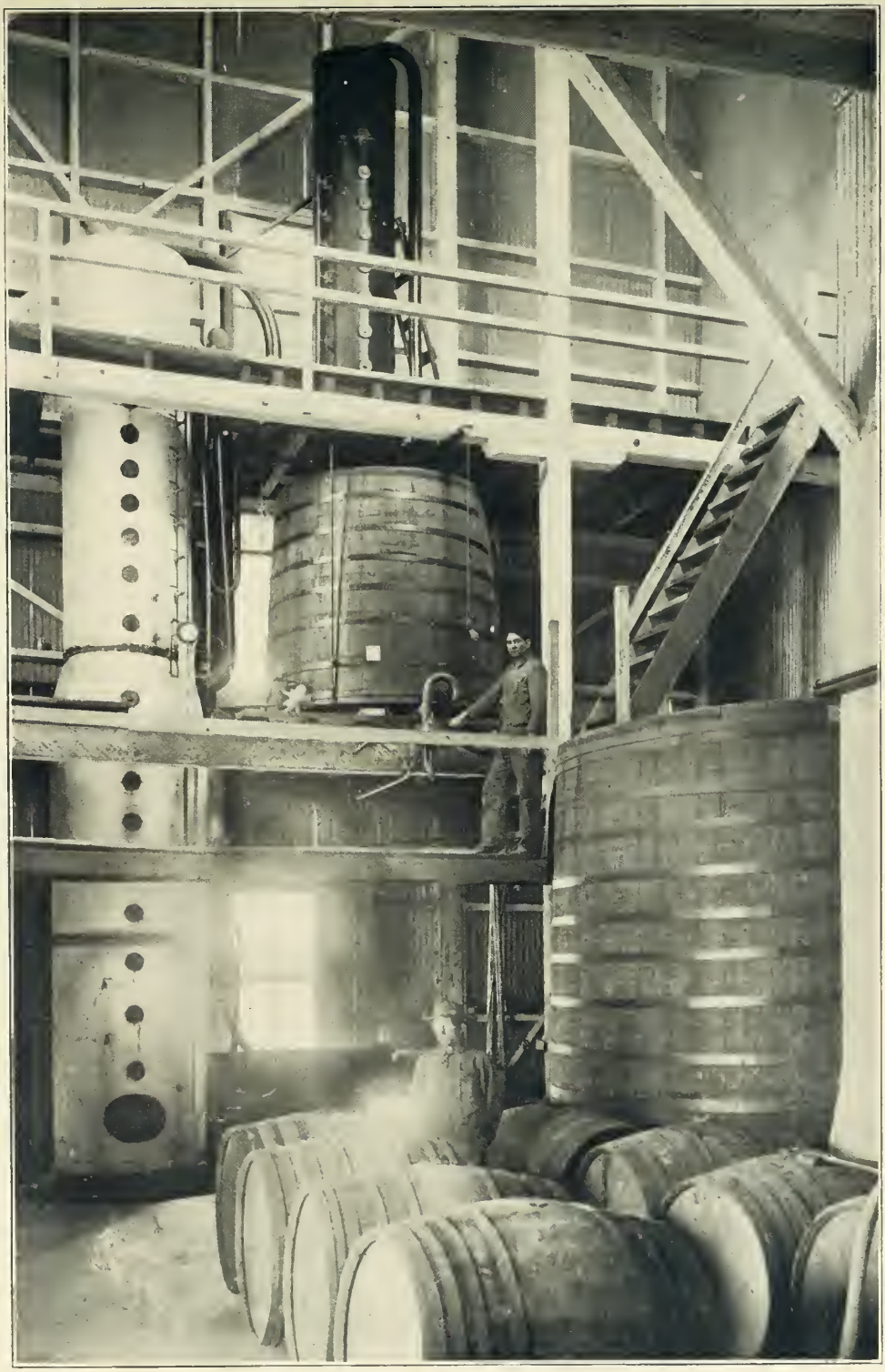
Wines of the white liqueur type, such as Angelica, Muscat, Tokay, etc., contain between 7 and 10 per cent of sugar.



INTERIOR "DRY" WINE FERMENTING CELLAR

California grape brandies are of several types. Muscat brandy is distilled from wine produced from Muscat grapes. Folle Blanche brandy is distilled from wine produced from the Folle Blanche grape originally grown in the Charente district of France, and is, therefore, of the Cognac type.

The unfermented juice of California grapes, the virtues of which are becoming widely recognized, is largely used as a non-alcoholic beverage.



GRAPE BRANDY DISTILLERY



MADRONE VINEY



ONOMA COUNTY

In explanation of the foreign names appearing upon California wines, attention must be called to the fact that these names are used only to indicate the type of the wines. It seems hard to find a reasonable objection to the use of a foreign name with such a restriction or limitation. In California the grapes of the Rhine, the grapes of the Gironde, and the grapes of Burgundy are grown. These different varieties of grapes produce different kinds of wine, more or less similar to those of the districts in the old country from which the grapes respectively come. From cabernet, merlot, malbec, and verdot the grower will produce a wine of the red Bordeaux type, often superior to the article produced from the same grapes in many districts of the Gironde; from pinot, petit-sirrah, etc., a wine of Burgundy type; from the riesling, traminer, burger, etc., a wine similar to the wine of the Rhine.

Extract from Bulletin No. 72, Bureau of Chemistry, U. S. Department of Agriculture, by H. W. Wiley, Chief of Bureau.



FRONT ELEVATION, GRAYSTONE WINERY, NAPA COUNTY.



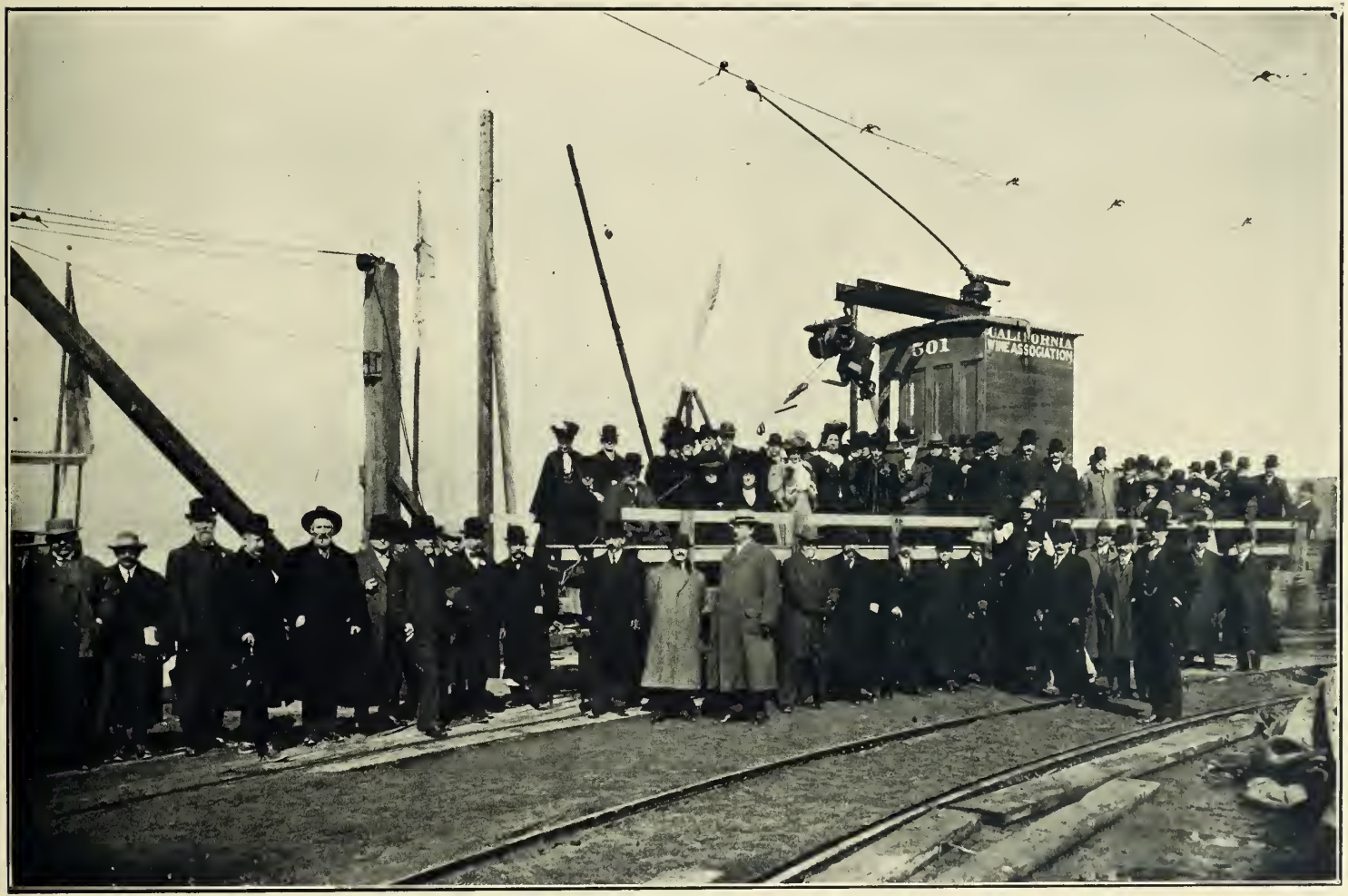
A TRAINLOAD OF GRAPES EN ROUTE TO WINERY, FRESNO COUNTY.



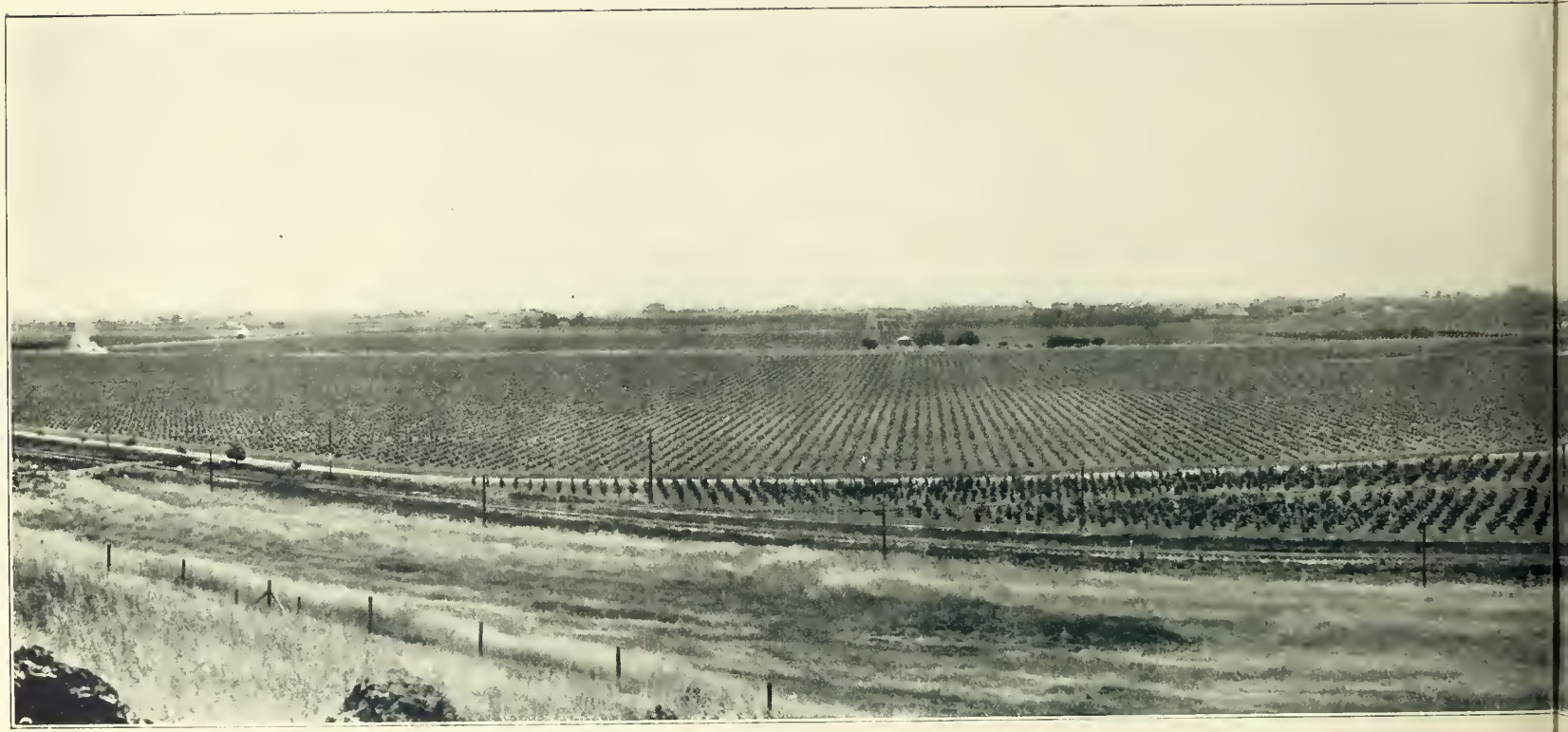
DELIVERING GRAPES TO WINERY, NAPA COUNTY.



FRESNO VINEYARD AND WINERY



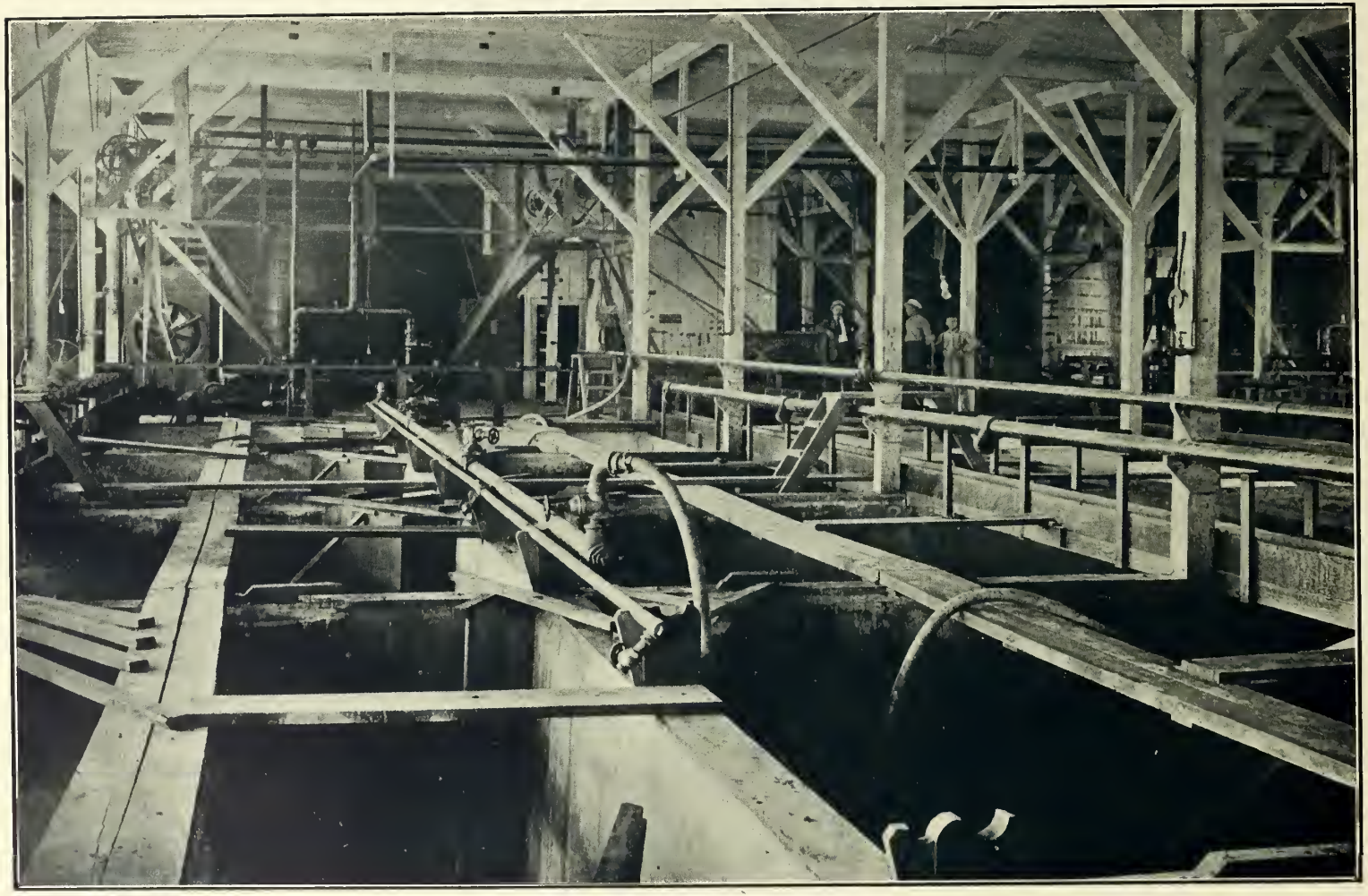
STOCKHOLDERS OF CALIFORNIA WINE ASSOCIATION ON PRIVATE ELECTRIC RAILWAY AT "WINEHAVEN"



SMITH MOUNTAIN VINEYARD AN



ERY, TULARE COUNTY, CALIFORNIA



FRESNO WINERY INTERIOR



HAULING GRAPES IN FRESNO COUNTY.



REPRODUCED FROM BRONZE STATUE IN GOLDEN GATE PARK, SAN FRANCISCO.

Printed by The Stanley-Taylor Company, San Francisco



MAP SHOWING LOCATION OF

CALIFORNIA WINE ASSOCIATION'S MAMMOTH ESTABLISHMENT

AT WINEHAVEN, CALIFORNIA, U.S.A.